

**MARINA FEST COMMITTEE MEETING MINUTES**  
**TUESDAY, JANUARY 12, 2016**  
**SISTER BAY-LIBERTY GROVE FIRE STATION**  
**2258 MILL ROAD, SISTER BAY, WI**  
**(APPROVAL PENDING)**

*The January 12, 2016 meeting of the Marina Fest Committee was called to order by Chairperson Pat Duffy at 6:00 P.M.*

**Present:** Chairperson Duffy and Committee member John Clove

**Excused:** Sue Lundquist

**Staff Members:** Zeke Jackson, Village Administrator, Steve Mann, Facilities Manager, Nicole Krauel, Marina Manager, and Janal Suppanz, Assistant Administrator.

**Others:** Ron Kane, Rob Zoschke, Deb Duren, Chris Hecht, Stacey Bell, Gary Chaudoir, Ralph Blankenburg, Fred Johnson, John Ludwigsen, John Skogsbakken, and Mike Scoville.

**Approval of the Agenda:**

*A motion was made by Clove, seconded by Duffy, that the Agenda for the January 12, 2016 meeting of the Marina Fest Committee be approved as presented. Motion carried – All ayes.*

**Comments and correspondence:**

Duffy asked if anyone wished to comment regarding a non-agenda item. No one responded.

**Business Items:**

**Item No. 1. Review of Marina Fest Financials from 2015:**

Financial reports were included in the meeting packets, and the Committee members jointly reviewed that documentation. During the review process Jackson pointed out that revenues as well as expenses for Marina Fest were greater in 2015, but that can be attributed to the fact that Marina Fest was conducted over a two day period as opposed to one. Marina Fest has been conducted for over twenty years, and expenses incurred as a result of conducting that festival have always exceeded income. Because of budgetary constraints the Marina Fest Committee must make a concerted effort to see that this does not happen in the future.

**Item No. 2. Review of Marina Fest Business Impact Survey from 2015:**

A copy of the 2015 Marina Fest Economic Impact Survey which had been distributed to local business owners, as well as survey data tabulation sheets were included in the meeting packets and the Committee members jointly reviewed that documentation.

**Item No. 3. Review of Marina Fest operations from 2015:**

Jackson asked that each of the representatives from the non-profit organizations which participated in Marina Fest provide input on their feelings about Marina Fest operations for 2015.

1 Duffy noted that he believes there were more people at Marina Fest, 2015 but it might  
2 have been helpful if some of the vendors were located by the bouncy houses.

3  
4 Chris Hecht indicated that the members of the Fire Department liked the expanded  
5 location for Marina Fest very much and thought it worked quite well. If the members of the  
6 Fire Department have their choice tokens will never be utilized again at Marina Fest as the  
7 procedure was problematic and was not convenient for festival attendees or volunteers.  
8 Hecht agrees that more vendor locations would be preferred, and noted that from the Fire  
9 Department's perspective the second day of Marina Fest was a "flop" as sales were down  
10 considerably. There were a lot of people who came to watch the lumberjack show on  
11 Sunday, but they left as soon as the show was over. If the decision is made to just go with a  
12 one day event the Fire Department would be willing to pay for an additional band. In the  
13 future it would be helpful if some sort of walking path could be created in the vendor area.  
14 It would also help if beer, soda and like product offerings are situated in the same location.  
15 Hecht noted that the members of the Fire Department believe the "exclusivity clause" for  
16 food and beverage sales by non-profit organizations which is contained in the Marina Fest  
17 By-Laws should continue to be honored.

18  
19 Jackson agreed that token sales did not work at Marina Fest, and recommended that that  
20 practice be discontinued. The younger demographic purchased tokens with credit cards  
21 and didn't have problems utilizing them, but the older demographic had major problems  
22 with the entire system and simply did not like it. Counting the tokens at the end of the  
23 festival was also very time consuming.

24  
25 Fred Johnson indicated that the Historical Society lost a number of sales because people  
26 did not want to purchase tokens ahead of time. He also indicated that he believes there  
27 should have been more signage displayed which directed festival attendees to the various  
28 attractions as well as the food and beverage offerings.

29  
30 John Skogsbakken indicated that the members of the Kiwanis actually liked the token  
31 system as workers were not required to make change.

32  
33 Clove indicated that he heard a number of people complaining that they were required to  
34 buy a minimum number of tokens rather than the amount they needed for the food and  
35 beverages they actually wanted to purchase.

36  
37 *A motion was made by Clove, seconded by Duffy that token sales shall be discontinued at*  
38 *Marina Fest. Motion carried – All ayes.*

39  
40 Several of the non-profit representatives indicated that the location of electrical outlets and  
41 the fact that cords were running all over the festival grounds was problematic and unsafe.  
42 They also indicated that they heard complaints that "the coffee tasted funny". The likely  
43 cause was the fact that the hydrant which was utilized as a water source had not been  
44 flushed prior to Marina Fest.

45  
46 John Ludwigsen indicated that the Lions didn't have any problems at Marina Fest, 2015.  
47 He also pointed out that the Lions give all the money they make at the boat building tent  
48 back to the Village. If they were asked to operate the tent on Sunday that could be  
49 problematic as there simply aren't enough volunteers.

1 Rob Zoschke indicated that he has attended Marina Fest for many years. Everywhere he  
2 went locally on Labor Day weekend he ran into people who were complaining that they  
3 would not go back on the second day of the festival because they were so disgusted with  
4 the token system. Zoschke also indicated that he never encountered anything like the  
5 situation which was created by the bouncy houses. He took his daughters there and  
6 literally feared for their safety as there were some older kids utilizing the equipment who  
7 were behaving in a reckless manner. The people who were working at the bouncy houses  
8 didn't reprimand the older kids, so he eventually took matters into his own hands and told  
9 them to stop what they were doing.

10  
11 Clove indicated that he does not believe the activities Zoschke referred to are acceptable at  
12 all and would be happy to act as the "bouncer" at the bouncy houses in the future.

13  
14 Gary Chaudoir, who runs a booth for the Teen Center, indicated that they had a good year  
15 at Marina Fest, 2015. He believes it was a good idea to keep all the children's activities in  
16 one area. Unfortunately the glow stick sales did not go so well.

17  
18 Mike Scoville indicated that his students helped with the Library book sale, which went  
19 quite well. Unfortunately the movies in the park were not well attended. He also indicated  
20 that if there is a shortage of volunteers he would be willing to try to find kids to help at  
21 some of the non-profit booths during Marina Fest.

22  
23 Clove indicated that the members of the Marina Fest Committee are considering seeing  
24 that more family oriented activities are conducted at future Marina Fests. Krauel will be  
25 looking into bringing carnival rides to Marina Park. The Door County Maritime Museum  
26 had a record weekend at Marina Fest, and the second day of sales was a big help.

27  
28 Deb Duren indicated that she'd be happy to help with the 2016 Wooden Boat Show, but  
29 can't commit to running it again as Labor Day weekend is a very busy time for them at  
30 Yacht Works. Bill Hebel, who was "tremendous", also indicated that he would be willing  
31 to help. Duren definitely believes better informational signage should be erected on the  
32 Marina Fest grounds in the future as a number of people asked where they could get food.

33  
34 Clove and Jackson thanked Duren, Russ Forkert and Bill Hebel for all the work they did on  
35 the wooden boat show, and indicated that they will gratefully accept any help they are  
36 willing to provide in the future.

37  
38 **Item No. 4. Discussion on Marina Fest schedule and activities for 2016; Consider a**  
39 **motion for action if necessary:**

40 *Discussion took place regarding the Marina Fest schedule and activities for 2016, and it*  
41 *was the consensus that:*

- 42 • *Marina Fest, 2016 shall again be conducted over the course of two days. (The*  
43 *Saturday and Sunday of Labor Day weekend.)*
- 44 • *Food and beverage vendors shall be spread out throughout the festival grounds, but*  
45 *drink vendors should be situated in close proximity to food vendors.*
- 46 • *A carnival which can provide rides and games and supply a limited amount of food*  
47 *and drinks shall be booked to operate on both days of Marina Fest.*
- 48 • *A fireworks show will only be conducted on Saturday night, but the rain date shall*  
49 *be scheduled for Sunday night. Jackson will ask Fuzzy Sunstrom to contact*

1        *Spielbauer's ASAP.*

- 2        • *The lumberjack show will not be booked for 2016.*  
3        • *Movies in the Park will be conducted on the Sunday evening of Labor Day*  
4        *weekend.*

5  
6        *Discussion took place regarding how many and what types of tents should be rented for*  
7        *Marina Fest, and the suggestion was made that the Village consider purchasing its own*  
8        *tent(s). A referral will be made to the Parks Committee.*

9  
10       **Item No. 5. Discussion on organization and duty assignments for 2016; Consider a**  
11       **motion for action if necessary:**

12       *A Marina Fest Duty and Supply Checklist was included in the meeting packets and Jackson*  
13       *requested that the Committee members think about the tasks they would like to volunteer*  
14       *for and be prepared to complete the sheet at the next Marina Fest meeting.*

15  
16       **Item No. 8. Discussion regarding matters to be placed on a future agenda or referred to a**  
17       **committee, official or employee:**

18       *The next meeting of the Marina Fest Committee will be conducted at 6:00 P.M. on*  
19       *Tuesday, March 8, 2016. One of the items to be addressed at that meeting will be*  
20       *"Discussion on organization and duty assignments for 2016; Consider a motion for action*  
21       *if necessary".*

22  
23       **Adjournment:**

24       *A motion was made by Clove, seconded by Duffy to adjourn the meeting of the Marina*  
25       *Fest Committee at 7:49 P.M. Motion carried – All ayes.*

26  
27       *Respectfully submitted,*

28       

29       Janal Suppanz,  
30       Assistant Administrator